

What is claimed is:

[c1] 1. A method for advertising through the Internet, comprising:

- (a) providing a user with access to a service provider server through the internet;
- (b) providing said user a menu of internet applications available on the server;
- (c) providing said user a menu of free services that are available on the server;
- (d) providing said user a menu of sponsors of the said free services on the server;
- (e) receiving information from the user on a selected internet application that said user desires to use;
- (f) receiving information from the user on a selected sponsor that offers a free service that is available on the server; and
- (g) providing said user with access to use said free service of said selected sponsor,

wherein said internet application selected by said user takes on a look and feel of the selected sponsor of the free service.

[c2] 2. The method of claim 1, wherein said free service is a predetermined amount of data storage space in a hard disk of the service provider server.

[c3] 3. The method of claim 1, wherein said free service is access time to the internet.

[c4] 4. The method of claim 1, wherein said application includes at least one application selected from the group comprising e-mail, calendars, instant messaging applications and chat rooms.

[c5] 5. The method of claim 1, wherein step (e) further includes receiving personal data from said user in addition to said selection information.

[c6] 6. The method of claim 5, wherein the personal information provided by said user includes the name, address, country and e-mail address of said user

[c7] 7. The method of claim 5, wherein the personal information provided by the user is maintained in a database.

[c8] 8. The method of claim 7, wherein said personal information provided by said user is used for conducting surveys, for conducting segmented marketing or for sending banners to selected users.